

10 December 1958

MEMORANDUM FOR: Chief, International Trade Branch, ORR
THROUGH: Chief, Services Division, ORR
FROM: Chief, Industrial Division, ORR
SUBJECT: U.S. Exhibition in Moscow, 1959

1. Your query for suggestions as to some U.S. goods which could be shown in Moscow at the U.S. sponsored exhibition has been considered and a list follows.

2. Certain questions arose when our branches examined the problem. A few words will be devoted to these. The basic purpose of the exhibition is not clear. Is the U.S. Government attempting to stimulate Soviet orders in the U.S.? This seems doubtful. Is the U.S. going to present a complete picture of the U.S. economy from a producer's viewpoint? This does not seem to be the case. Is the U.S. attempting to stimulate Moscow's urban consumers by implied comparison with their relatively austere consumer supplies? This appears to be a partial answer. There is no question that the tremendous quantity of consumer goods in the U.S. is a source of amazement to all foreign nationals. The main emphasis in the U.S. exhibition in Moscow should probably reflect this quantity and variety, though some method of giving a more rounded view of the U.S. also should be sought. A display of machine tools and other production equipment should be considered, though it is probable that a sizeable display of Agricultural Machinery, Office Machines, Vehicles and other end products which are in themselves capital goods might be more effective than machine tools and other metalworking machinery.

3. Some concern should be shown in the U.S. exhibition for non-Soviet nationals in the Soviet capital. There usually are many representatives from the underdeveloped countries and other uncommitted nations in Moscow. It is possible that the impact of the U.S. exhibition on these people might be equally as great as the hoped for impact on the citizens of Moscow.

4. With some of the problems outlined above in mind, a list of product candidates is presented below:

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a. Production Equipment:

1. A U.S. consolidated exhibit of agricultural machines and equipment. This exhibit might contain a cotton picker (Soviet technology and production of these machines have been problems); a rubber-tired tractor-plow (there are few, if any, of these in the USSR); an emilage harvester; a self-propelled windrower; miscellaneous farm equipment including a milking machine, veterinarian instruments and animal feeders.

2. A die-casting machine or injection-molding machine. In connection with either of these machines it has been suggested that the one exhibited be a type big enough to be impressive as an industrial machine yet geared to a continuous on-the-spot production of a small souvenir for all visitors. This small item might even have a certain utility - e.g., an ash-tray, a comb, or fingernail file. In addition if a small embosser or other printing machine type were installed a simple greeting or flag, etc. might be included.

3. A complete "hobby" shop of power tools for wood and metalworking. This installation might point out both the productive and leisure-time benefits of such shops. There are many items which could, for a relatively low price, be included in such an exhibit. A Lathe (single or combination type), milling machine, band saw, jig saw, sander, drill press, are a few of the items.

b. Consumer Goods:

1. Within the range of sporting goods a wide variety of types could be included with emphasis on those sports which are popular in the U.S.S.R. Included might be an exhibit of fishing tackle and the literally thousands of items from which U.S. fishermen can choose. A similar exhibit of camping equipment might well make the "outdoors" exhibit the hit of the show.

2. U.S. progress in home music reproduction could be tied into a technical and cultural exhibit. The phonograph and its historical developments (high fidelity units, tape recordings, records, etc) would certainly be a high quality exhibit. In this display it might be very effective to not only tie in the progress and development of the art, but also devote a part of the display to some of the modern high fidelity kits in various stages. Such a shot could graphically illustrate the rather

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quick adaptation of U.S. science from the laboratory to the consumer and it is quite evident that one of the mainstreams of U.S. - Soviet communication will be through music and the arts.

3. U.S. programs in photography could be highlighted and built around two items, neither of which has any present place in Soviet life. One would be the Polaroid Land Camera - obviously a toy, in some respects, but judging from reports from Europe, a very impressive one. The second could be movie cameras and projection equipment.

4. American clothing and shoes with special emphasis on synthetic fibers. While some fashion items might be desirable, a clothing exhibit pointed at office workers, factory workers, student, children, and housewives would be very effective.

5. A catalogue store such as those operated by Montgomery Ward and Sears, Roebuck & Co. could be devastating. Particularly if catalogues were distributed to any visitor.

6. A full-scale working U.S. home complete with all appliances, fabrics, furniture, books, recreation room, etc. should be given serious consideration. Parts of U.S. homes in this country plus a similar exhibit in Western Europe a few years ago have been viewed by foreign visitors and have reaped many benefits.

7. Consideration should be given to the installation of a full-scale working U.S. milk processing plant. This could be a line to process and bottle (carton) milk for visitors. The fresh raw milk would be a problem, but if U.S. powdered milk were used and processed into chocolate milk the objectionable qualities of "plain" milk would be overcome. While the use of milk by adults in the U.S.S.R. is almost unheard of it is probably quite likely that Moscow's citizens would be impressed by the reaction of their children and might even like it themselves.

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